



WEWS

# ORDER

Flight Dates **09/05/12-09/10/12**

Contract / Revision      **310008 /**

Original Date / Revision  
09/04/12    09/04/12

Advertiser **DSCC IE**

Agency    **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007**

Product

**DSCC IE Ohio 9.4-9.10**

Agency Com    15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite  
Washington, DC 20007**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep      00:20:00

Estimate #      **1703**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
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Daniel Baylog	100%		
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Order Share 100% Market Value 78200

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	57	\$66,470.00	\$78,200.00	0.00
<b>Totals</b>	<b>57</b>	<b>\$66,470.00</b>	<b>\$78,200.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/10/12	57	\$66,470.00	\$78,200.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/05/12	09/07/12	M-F 12pm News M-F 12p News	CM	12-1p	-- WTF--	:30	1	\$900.00	P-1	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-- WTF--					3	\$900.00		0.00			
N 2	WEWS	09/05/12	09/10/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	M-WTF-S	:30	1	\$2,400.00	P-1	0.00	NM	4	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



**WEWS**

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Contract / Revision      **310008**      Flight Dates **09/05/12-09/10/12**

Hiatus Dates

Original Date / Revision    09/04/12/    09/04/12

Order Sep    00:20:00

Advertiser    **DSCC IE**

Product **DSCC IE Ohio 9.4-9.10**

Estimate #    **1703**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	09/05/12	09/10/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	M-WTF-S	:30	1	\$2,400.00	P-1	0.00	NM	4	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--WTF-S					3	\$2,400.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$2,400.00		0.00			
N 3	WEWS	09/05/12	09/10/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	M-WTF--	:30	4	\$650.00	P-1	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---TF--					3	\$650.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$650.00		0.00			
N 4	WEWS	09/05/12	09/10/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	M-WTF--	:30	3	\$850.00	P-1	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---TF--					3	\$850.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$850.00		0.00			
N 5	WEWS	09/05/12	09/10/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	M-WTF--	:30	2	\$850.00	P-1	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---TF--					2	\$850.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$850.00		0.00			
N 6	WEWS	09/05/12	09/10/12	M-F 9-10a M-F 9-10a	CM	9-10a	M-WTF--	:30	2	\$700.00	P-1	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---TF--					2	\$700.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$700.00		0.00			
N 7	WEWS	09/05/12	09/10/12	M-F 10-11a M-F 10-11a	CM	10-11a	M-WTF--	:30	2	\$700.00	P-1	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---TF--					2	\$700.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$700.00		0.00			
N 8	WEWS	09/05/12	09/10/12	M-F 1-2p M-F 1-2p	CM	1-2p	M-WTF--	:30	2	\$700.00	P-1	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---TF--					2	\$700.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$700.00		0.00			
N 9	WEWS	09/06/12	09/07/12	M-F 2-3p M-F 2-3p	CM	2-3p	---TF--	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---TF--					2	\$800.00		0.00			
N 10	WEWS	09/10/12	09/10/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	M-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----					1	\$1,500.00		0.00			
N 11	WEWS	09/10/12	09/10/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	M-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----					2	\$1,000.00		0.00			
N 12	WEWS	09/05/12	09/10/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	M-WTF--	:30	2	\$1,400.00	P-1	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---TF--					2	\$1,400.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$1,400.00		0.00			



**WEWS**

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Contract / Revision     **310008**     Flight Dates **09/05/12-09/10/12**

Hiatus Dates

Original Date / Revision   09/04/12/   09/04/12

Order Sep   00:20:00

Advertiser   **DSCC IE**

Product **DSCC IE Ohio 9.4-9.10**

Estimate #   **1703**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 13	WEWS	09/05/12	09/10/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	M-WTF--	:30	2	\$1,800.00	P-1	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---TF--					2	\$1,800.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$1,800.00		0.00			
N 14	WEWS	09/10/12	09/10/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	M-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----					1	\$2,000.00		0.00			
N 15	WEWS	09/06/12	09/07/12	M-F 7-730p 7-730p Wheel	CM	7-730p	---T---	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---T---					1	\$2,400.00		0.00			
N 16	WEWS	09/07/12	09/10/12	M-F 7-730p 7-730p Wheel	CM	7-730p	M--F--	:30	1	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					1	\$3,000.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$3,000.00		0.00			
N 17	WEWS	09/05/12	09/10/12	M-F 730-8P 730-8p Jeopardy	CM	730-8p	---T---	:30	1	\$2,600.00	P-2	0.00	NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---T---					1	\$2,600.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 18	WEWS	09/07/12	09/10/12	M-F 730-8P 730-8p Jeopardy	CM	730-8p	M--F--	:30	1	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					1	\$3,000.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$3,000.00		0.00			
N 19	WEWS	09/05/12	09/10/12	MON Bachelor/Bachelorette MON Bachelor/Bachelorette	CM	8-11p	M-----	:30	1	\$7,500.00	P-1	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$7,500.00		0.00			
N 20	WEWS	09/05/12	09/10/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightline	CM	1135p-1207x	M--TF--	:30	1	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---TF--					1	\$1,200.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$1,200.00		0.00			
N 21	WEWS	09/05/12	09/10/12	4-430am America This Morning 4-430a America This Morning	CM	4-430a	M-WTF--	:30	1	\$200.00	P-1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---TF--					1	\$200.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$200.00		0.00			
N 22	WEWS	09/05/12	09/10/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-					1	\$500.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 23	WEWS	09/05/12	09/10/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-					1	\$650.00		0.00			



**WEWS**

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Contract / Revision     **310008**     Flight Dates **09/05/12-09/10/12**

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Order Sep   00:20:00

Advertiser   **DSCC IE**

Product **DSCC IE Ohio 9.4-9.10**

Estimate #   **1703**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N23	WEWS	09/05/12	09/10/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00			
N24	WEWS	09/05/12	09/10/12	NCAA 12p-330pm NCAA 12p-330pm	CM	12-330p	-----S-	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-					1	\$3,500.00		0.00			
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00			
N25	WEWS	09/05/12	09/10/12	SA CSI Miami 1135p-12a SA CSI	CM	SA CSI	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-					1	\$400.00		0.00			
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00			
N26	WEWS	09/05/12	09/10/12	Numbers Sa Numbers	CM	1235-205a	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-					1	\$250.00		0.00			
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00			
N27	WEWS	09/05/12	09/10/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					1	\$1,200.00		0.00			
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00			
N28	WEWS	09/05/12	09/10/12	SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext	CM	1135p-12x	-----S	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					1	\$550.00		0.00			
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00			
Totals														57	\$78,200.00